

**ABSTRACT**

The present invention relates to a system and method for data collection, evaluation, information generation and/or presentation. More particularly the

5 present invention relates to a system for collecting, evaluating, and presenting data relating to electronic commerce. The system and methods of the present invention include one or more of the following: a module for stabilizing small or noisy samples of data, including the prediction of missing observations; alarm modules that alert an event handler when data values and/or rates cross

10 specified thresholds; predictor modules that use recent historical data along with an estimated and/or available population function as the basis for a differential equation that defines the growth of the population to a saturation or maximum attainable level; and a dynamic icon that conveys to users of a system levels of predefined and/or observed activity occurring on the system.

15